ABSTRACT

Automatic actions can be obtained through a network using an area of marking medium with machine-readable markings that encode an action/medium identifier. The action/medium identifier identifies an action that can be produced through the network, and also identifies the area of marking medium. For example, it may include a globally unique or network-wide page identifier as well as an action identifier that can be used to produce an action described by data associated with a counterpart digital page. Or it can include both a page identifier and a location identifier, with the location identifier also identifying an action that relates to the page's digital counterpart. Or it can include a document identifier and an action identifier. Or it can be a globally unique or network-wide sticker identifier that can be used to identify a document, a peripheral device, or another object to which the sticker is attached, and that also produces an action through the network.